INVITATION TO ATTEND / PARTICIPATE IN:

SPACE Pacific's South Pacific Region Satellite & Cable Show

SPRSCS '96 - January 23-27, 1996

SPACE
Pacific

MEMBERSHIP NOTES:

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Programme Access Update:

ABN

Asia Business News (ABN) is now available through SPACE member firms Supersat Satellite Systems (Brisbane: 07-367-0707) and Telsat Communications Ltd. (Palmerston North: 06-356-2749). There are rates for motels and hotels (based upon approximately 9 cents per occupied room per day), and for businesses (rates escalate upwards from approximately $40 per month based upon business size). This will allow member installing dealers to work out arrangements for IRD authorisation through these two firms for commercial ABN clients. DTH is also available at approximately $75 per year.

CTN

The Chinese Television Network (CTN), after failing to come to agreement with SPACE Pacific, is pursuing several New Zealand commercial representatives directly. A member of the CTN staff is scheduled to New Zealand to interview applicants for representing them as we go to press; hopefully we'll have an announcement of a 'routine source' for authorisation of their service here in our next report (or more likely in SatFACTS). CTN has updated their plans for the second programme channel, Dadi: It will not be available to (south) Pacific area users until "mid 1996." Previously they had told us the second channel, of a general entertainment nature, would be available on 1 January. How much additional the second (Dadi) channel will cost is also not yet decided. SPACE is not aware of any New Zealand nor Australian dealer who has been successful in obtaining CTN authorisation for DTH to date, although dozens have tried. Fingers crossed that their visit to New Zealand will break this logjam.

TCS

A possible competitor to CTN, Television Corporation of Singapore (TCS) has not responded to any queries concerning its announced DTH and SMATV service. The firm issued a press release in late June, but has not pursued working out details of their rates to date. They have an announced start date of October on PAS-2 in MPEG using SA encryption with 18 hours per day of Mandarin "general entertainment" programming. Contact: Christina Leong (tel. 65-350-3371; Fax 65-253-8119). And if you get a response, please notify SPACE of the particulars.

TNT/Cartoons

TNT / Cartoon Channel SA B-MAC IRDs are being distributed very slowly, first to their cable television affiliates, with SMATV and DTH clients yet to be notified of their shipping dates. The procedure is as follows:

First: Contact Turner International Pty Ltd. (Sydney /Gwin Scott at tel. 61-2-957-5255, Fax 61-2-957-5161). They will provide a written order form for you; fill it out and return. Then they will provide a written contract. Complete it and return.

The price for the SA B-MAC 9708 IRD, all shipping and duties paid to you, will be US$1300 per unit.

Second: You will be invoiced by Turner Atlanta and they will request T/T (wire transfer) of funds. Instructions for sending the funds will be included.

Third: Your order will go into a shipping schedule. At this time shipping the units is lagging the order entry by four weeks plus.

Fourth: When the unit is delivered, it may or may not be 'authorised' at turn-on. If it is not, you will contact Turner Hong Kong (Chris Billington tel. 852-2965-2888) to get the unit turned on.

The early 9708 units are producing a picture that is almost identical to the CNNI picture quality from PAS-2; i.e., if you have sparklies on CNNI, you will also have about the same level on TNT / Cartoons.

MTV Mandarin

This service continues to be bogged down in what appears to be an internal decision process concerning authorisation of DTH, SMATV and even cable in the (south) Pacific. Our best advice is that you make your desire to have this service for yourself or your clients known to Michael Fleck at Satellite Management International (Sydney tel. 61-2-977-1088; Fax 61-2-977-0934). Fleck's firm, a member of SPACE, is doing its best to work this out.

Filipino Channel / TFC

The Filipino Channel has appointed a new projects manager to promote the use of their 24 hour Digicipher service on PAS-2. Several recent letters from Rhea Ferro (fax 63-2-924-2732) are focusing on a proposed US$50 per year for the service which brings it in at the same price range as TNT, CMT et al. Ferro seems determined to appoint at least one representative firm for their service in the Pacific during the next month to 6 weeks and once that happens the subscriptions to this (30% English language) service should become quite routine. One problem: TFC is in Digicipher I at this time and they plan to convert to Digicipher II before year's end. Thus the GI receiver will require retrofitting with a new board for the upgraded '2 level" service when this happens.

STAR TV/AsiaSat 2

This is not good news for Australian members; for others it is marginal. Simon Ragless, General Manager for STARnet (Fax 852-2021-8094) has responded to repeated requests for information concerning Australia and New Zealand with the following:

"*Our position with regard to our digital service on AsiaSat II, though not yet finalised, has recently become a little clearer, as a result of which I can inform you that STAR Television is unlikely to make its service available to Australia in the foreseeable future. There is a slightly better chance that STAR TV will make its service available in New Zealand, but that will depend in part upon the value of subscription revenue, since rights would have to be bought to broadcast* **movies** *in New Zealand.*"

The key word in this letter could be movies. STAR purchases copyrights for showing of its programming and those purchase agreements specify the countries where the programming will be shown. Rights for non-movie and non-sporting programming are generally quite lenient when it comes to adding or subtracting a country here and there. Movie and sporting rights are far more rigidly controlled by the rights owners.

We have asked Ragless to explain whether his use of the word movies was related only to the pay TV movie channel, or was he using this word to describe all of the programming available on the STAR TV services? We are in regular contact with STAR on this and when sorted, we will advise.

The reference to "*unlikely to make its service available to Australia in the foreseeable future*" is another matter. First, STAR TV wants to protect the turf of Galaxy in Australia and apparently has promised Rupert Murdoch's Galaxy partners that he will not compete with them in Australia through STAR TV. Second, STAR TV's income through its pay TV optional services is far greater than through its free to air services. And under the present regulations of the Australian Broadcasting Authority (ABA), pay TV from any foreign sources (which AsiaSat II will be) will remain illegal in Australia until July 1, 1997. These two reasons alone would cause STAR TV not to offer its pay TV services (such as movies) into Australia. However, the non-pay-TV services are quite another matter and we continue to have the belief that one way or another the FTA services will be available to Australians through AS2 even if STAR TV does not officially say so.

Movies, if it means just movies, will have a bearing on the pay TV programming but not the free to air services (i.e., Prime Sports, Star Plus, BBC World, Channel V, Zee and Mandarin). Movies, if applying to all programming in general, presents a new, significant problem for reuse of the programming in virtually any Pacific location. We are advising members to continue their planning for SMATV and CATV use of STAR TV at this time, but cautioning that as of July 28th the policy for New Zealand and Australia is not yet set.

CMT and IRDs

SA D9222 IRDs for Country Music Television are now coming through the stream into New Zealand (for CMT) and New Zealand + Australia (ABN), routinely. CMT decoders are being reshipped to locations throughout the Pacific as well through Telsat Communications. Under normal circumstances, a SPACE user should not require the following information as the units should arrive in your hands pre-checked out and pre-authorised. In the event you are unable to get the D9222 to decipher, and by following the printed manual's instructions to access the on screen diagnostic display you determine that you do have signal but you are merely not authorised, PanAmSat advises the following telephone numbers can be called to get assistance in reauthorising a unit. You will need the unit's Authorisation ID Number (found on plate on back of unit) before you call, the unit should be hooked up and operating as well.

Between 1200 GMT and 2100 GMT
call USA 305-245-1919 or fax USA
305-242-6115.
Between 2100 GMT and 1200 GMT
call USA 818-364-9597 or fax USA
818-364-2204

EMTV Improvements

We are pleased to report that the audio quality on Papua New Guinea's EMTV has improved remarkably over the past month and only a dedicated audiophile would fault it at this time. The video is better but still obviously being taken from an off-air pickup. No official word as to when they might replace their off-air pickup with a proper microwave feed.

SATELLITE TV: All You Need To Know

"The Book," as we call it, is now at the printers. The 28 pages includes a nostalgic four page reprint from the original Wireless World article appearing in October 1945 in which Arthur C. Clarke outlined how the geostationary satellite system might work.

We are quite pleased with the way it has developed and because we are already outlining the December-January revision edition, we encourage members to be critical of the method of presentation and content so that we can be a better job with the revision. Don't be afraid to be critical - that's the only way we can improve it!

Copies to all who ordered will ship out between August 10 and 15. Larger orders (25 and up) will mostly be shipped directly from the printer in Auckland to save a few days of turn around from Mangonui. Smaller quantities are being shipped from our office. Australian copies are going by some form of courier. We may find it necessary to adjust the cost for copies to Australia in the future because of the extra shipping charges.

The exact status of the TV GUIDE advertising project for the New Zealand members is still up in the air as of 1 August. We needed a minimum (NZ) order of 2,000 to offset the cost of the New Zealand TV GUIDE advertising and to be frank we are not there at this time. We will keep those members concerned advised by fax or letter.

Trade Advertising in SatFACTS

Members who are in the retailing end of home dish terminals have expressed concern about the priced advertising and priced text appearing in SatFACTS. We hear you and understand that not every person who subscribes to or reads SatFACTS is a bona fide dealer.

We have asked our SPACE member firms who advertise in SatFACTS to police or reduce their use of "price advertising" so that consumers who read this publication do not start off in the false belief that the prices they might see there apply to them as if they were retail prices. Most of the member firms have agreed to do this but it may take a few more months for these member firms to switch over to a more neutral format for their advertising. Editorially, SatFACTS will now strive to show pricing (when required) as "retail" (from which bona fide dealers will of course receive a discount). There will be one exception to this: Equipment only of interest to cable TV and SMATV users will continue to be listed in the pricing format chosen by the seller. Very few

consumers are likely to ever be purchasing $600modulators or $1,800 heterodyne channel processors!

Being A Satellite-Direct Dealer:

ANNOUNCING YOU ARE IN THE SATELLITE BUSINESS

When SPACE Pacific member John Davoren Limited was ready to open up shop in Gisborne (NZ) they wanted a way to tell their local market about the new services. The local (Gisborne Herald) seemed like a good choice since they were willing to do an editorial story (on page 1, no less!) if the firm was ready to purchase a modest amount of promotional advertising. The newspaper saw the story as "a good one" and they were keen to tell Gisborne area residents about this new service. Gisborne has less than satisfactory local reception of New Zealand's two TVNZ channels and national network TV3 so the Davorens saw a basic need to be filled. The metropolitan region pay TV terrestrial service (SKY Network) is simply not available and even SKY will not forecast when (or if) it might be in the future.

The formula is straight forward:

1) Explain what satellite services are available

2) Emphasise the growing number of channels available each year

3) Have an operating showroom system to show off the reception!

SatDAV
SATELLITE SERVICES
A division of John Davoren Limited
Introducing TVRO, Satellite Television Receive Only, to Gisborne
A full range of Satellite Services has arrived in Gisborne with the introduction of a new service, by John Davoren Limited, of Satellite reception, dish manufacturer, installation and maintenance.
Complete system design, installation and maintenance, using both imported and locally manufactured parts.

TOP Portion- SatDav advert in Gisborne Herald

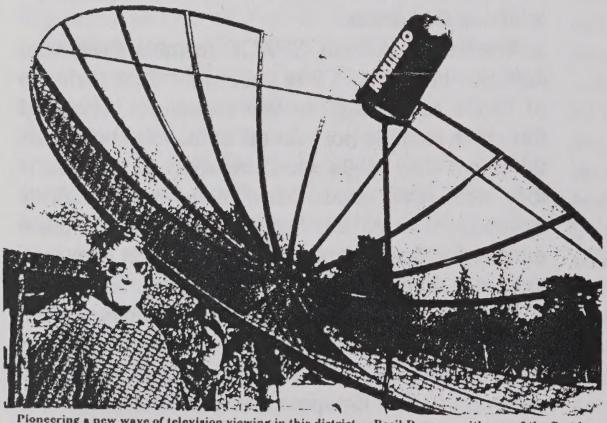
The Gisborne Herald

TELEPHONE 868-6655
FAX EDITORIAL 867-8048
FAX ADVERTISING 868-1144

MONDAY, JUNE 12, 1995

★ Price 60c inc. GST

United Realty
The Right Advice
THE PROPERTY CENTRE
Phone 868-5188



Pioneering a new wave of television viewing in this district — Basil Davoren with one of the first locally-made satellite discs at his own home in Island Road.

New galaxy of TV has arrived in town

by Marianne Spence

SATELLITE television has arrived in Gisborne, opening up a whole new galaxy of viewing for local screen addicts.

A new system being introduced by local amateur radio enthusiast Basil Davoren will connect local households with an infinite number of transmission stations from throughout the Pacific Basin and beyond, including the US, Australia, Hong Kong, Japan and numerous other locations.

The system involves the installation of household satellite dishes being manufactured locally by Mr Davoren and two technical experts, his son Matthew, a qualified television and video technician, and Hamish Dobson, a qualified electronics engineer.

Between them, the trio can manufacture, install and maintain satellite dish systems.

Using current technology the dishes will be about three metres across and cost about $3500 but using special television transmission cabling means one dish could connect satellite television to several houses. Ongoing international developments will eventually enable dishes as small as a metre across to be installed on rooftops. But at present the frequencies available in this country required the bigger dish.

Mr Davoren and his associates have built two glass reinforced plastic moulds to manufacture satellite dishes for easy local distribution using imported electronic parts.

Being mobile gives the household dishes a much greater range than their forerunners, adopted by some members of the motel industry in the 1970s and 1980s. The dishes will rotate by automatic remote control to beam into the main satellite belt, the Clarke Belt, which covers most satellite installations.

This means viewers hooking up to a satellite dish will be able to pick up an enormous range of services, from ethnic television in foreign languages such as Indian, Japanese or Chinese to the popular American CMT country music channel.

The system will also give them access to up-to-the-minute international news beamed up live from source as well as the popular American news services, ANBC and the CNN International News service, already available on Sky TV.

"This will provide them with a 24-hour service," said Mr Davoren. The CNN service alone provided global reports, debates on live issues, business and financial news, entertainment news, fashion news and live news breaks.

The satellite dishes would also provide access to a range of " pay TV" services delivered in digital format and scrambled to ensure only fee-paying decoder holders could receive them.

This was one of the fastest growing trends in television and was already proving very big overseas, he said. The "media wars" between Rupert Murdoch and Ted Turner were likely to result in major competition in this market.

NEWSPAPER STORY - "Opening Weekend" - They report several systems sold!